

Planning an Office for the **Next** Generation

CoreNet Global Mid-Atlantic Chapter 2013

Introductions

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Workplace Strategies
TEKNION

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Marketing Director
Kramer Consulting Services, PC

Is Everything Amazing?



YouTube

Upside Down To Right Side Up



Objectives

- Identifying generational traits and characteristics
- Understanding the impact on culture, social, business and work environments that are to come
- Strategizing for the generation of workers coming into the work place today and the ones beyond them

What Am I?



Child

Source: Wikipedia, Family of Five Generations

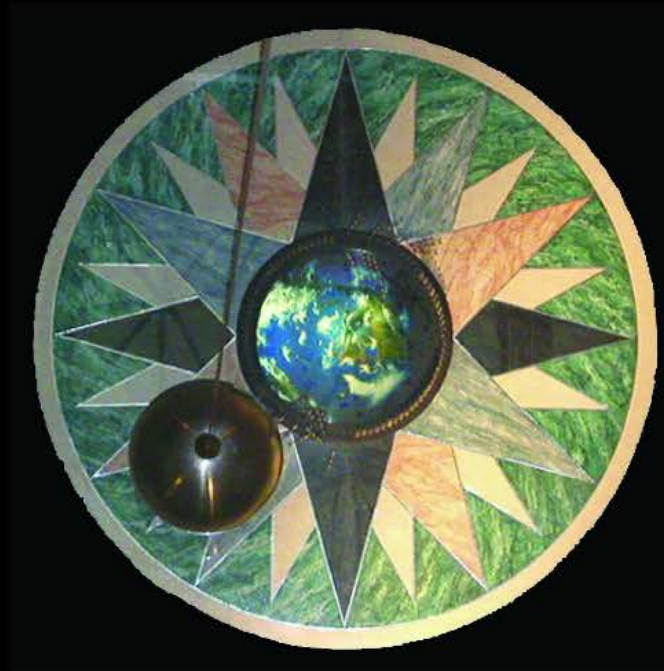
Who Are **WE**?

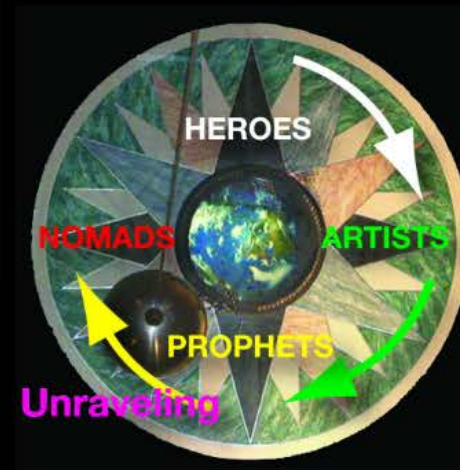


- Four vs. Five Working Generations
- Currently, 30% Self-Employed & Rising
- Most Educated, 28% with College Degrees (13% in 1990)
- By 2021, 40% Comprised of Millennials
- Retirement Age Pushback; Now 67 Years or Higher
- The 150 Year-Old Person

"GENERATIONS last the length of time of one phase of life—the same length of time as a turning. Like turnings, generations come in four different ARCHETYPES."

The Pendulum Effect





Archetypes & Ages

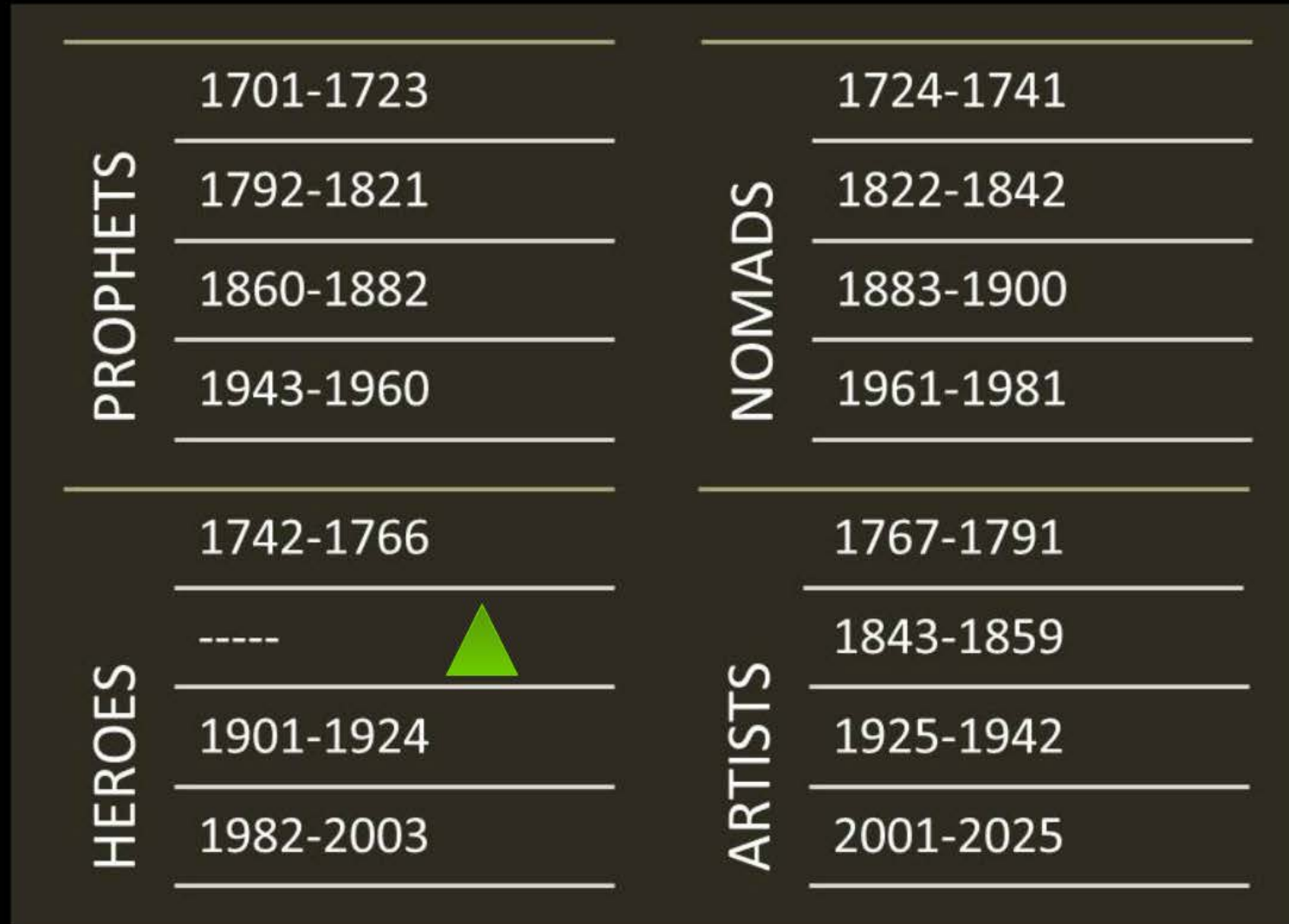
Source: William Strauss and Neil Howe Research





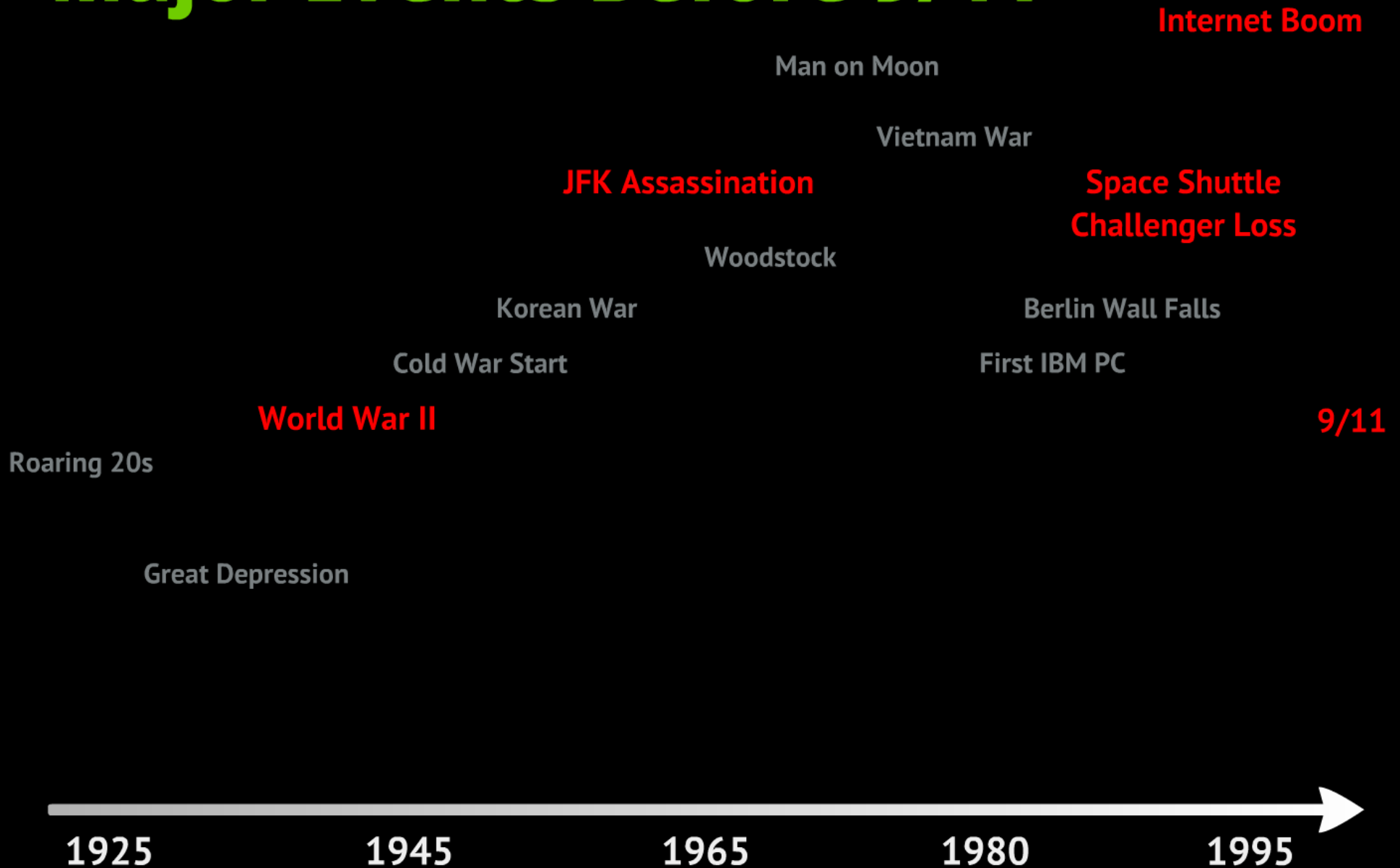
“Members of a **GENERATION are linked through the **shared life experiences** of their formative years, creating bonds that tie them together into what we will call... **COHORTS.**”**

History Repeating



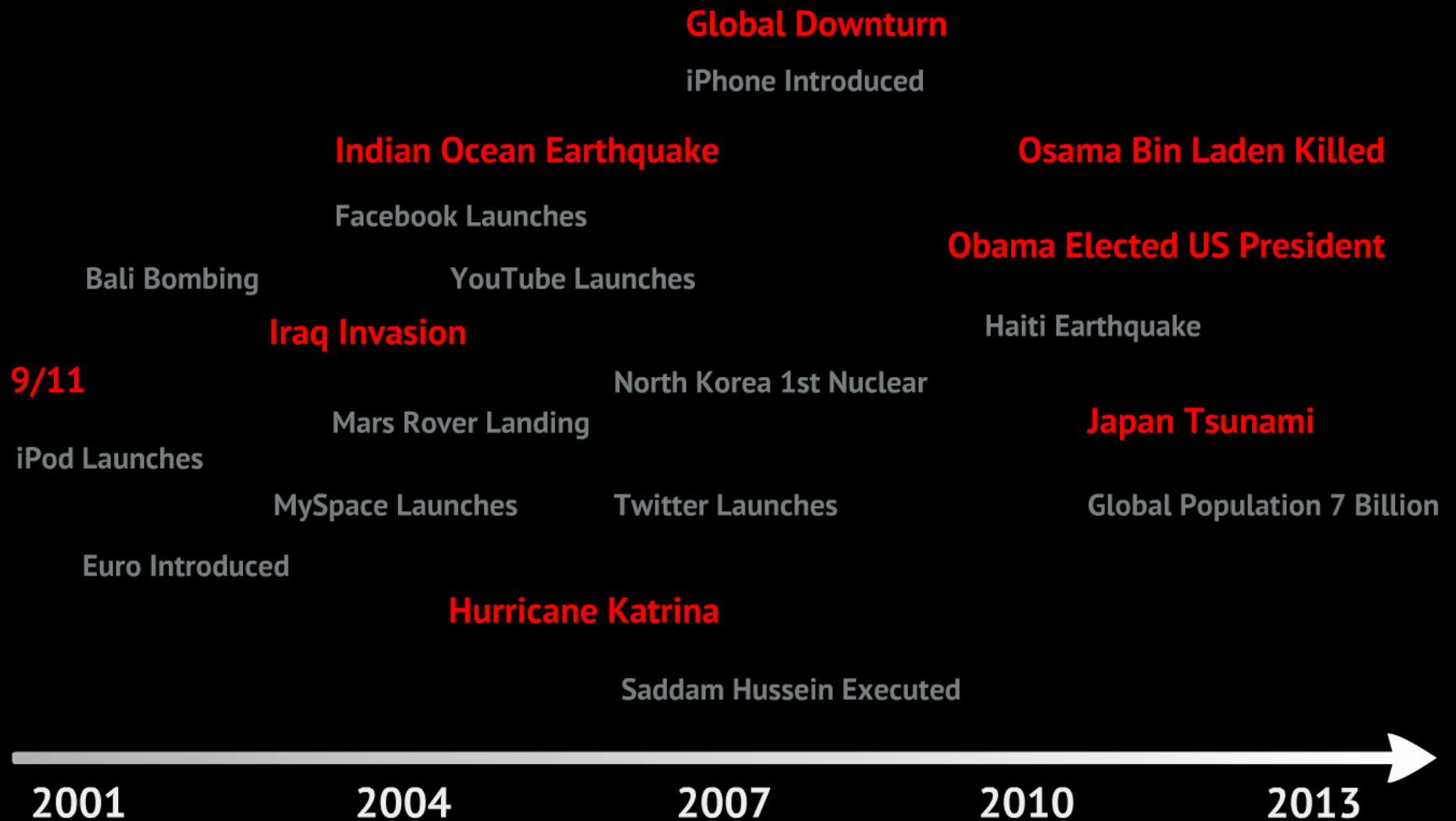
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Major Events Before 9/11

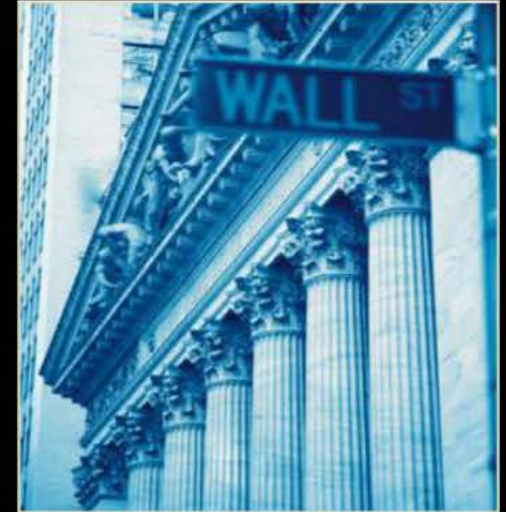


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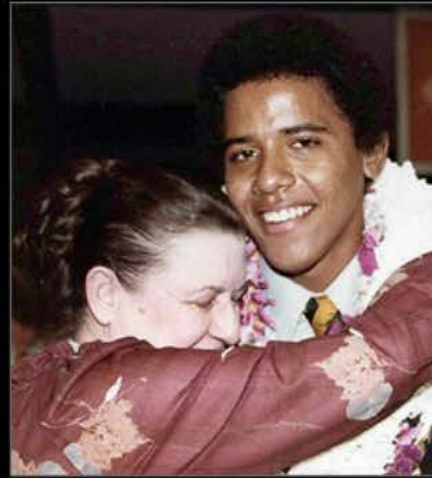
Major Events Post 9/11



Present-Day Events



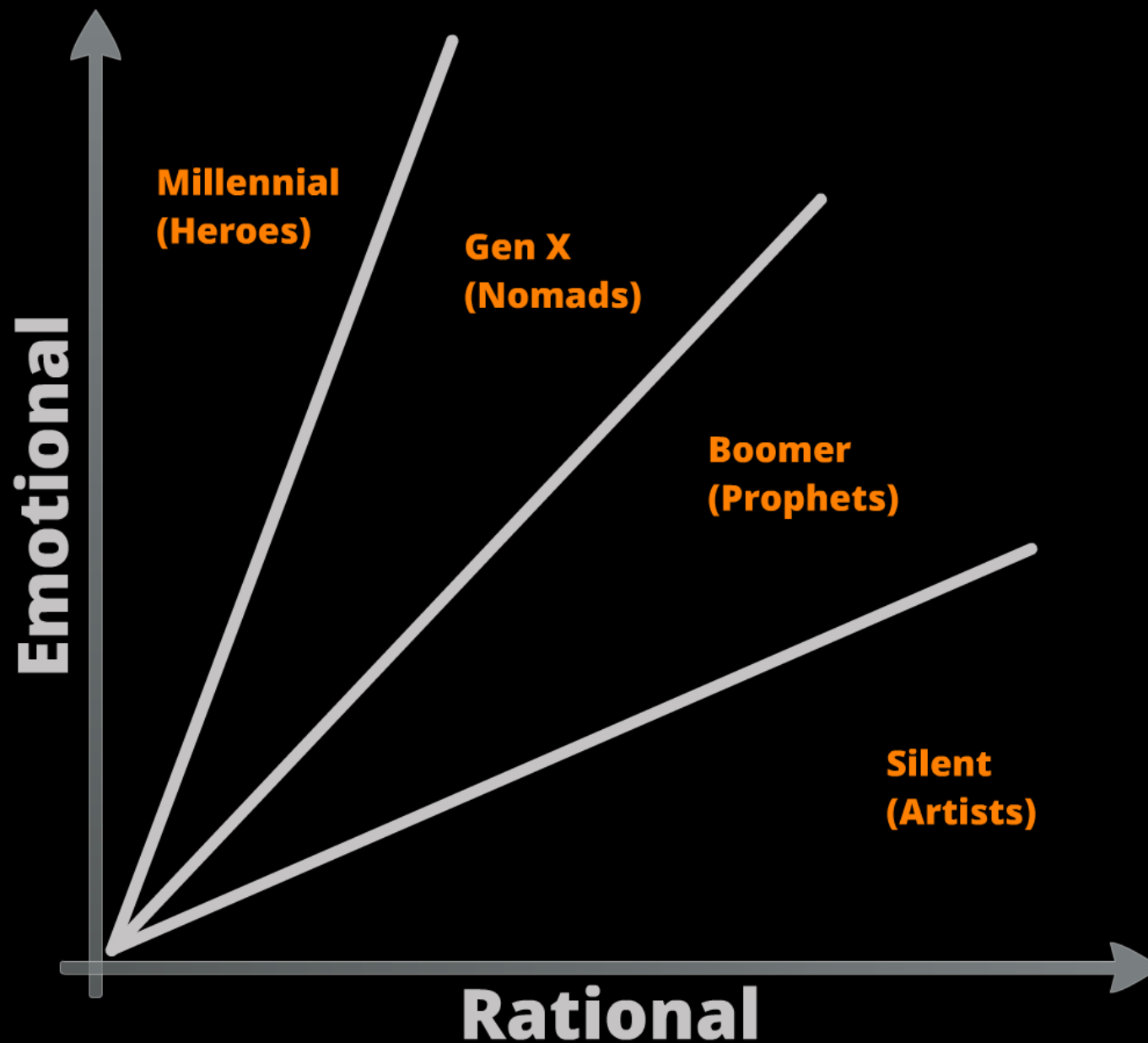
Present-Day Hybrids



- **Grandparents**
- **Sandwiching**
- **Overlapping / Sibling Sway**
- **Blended Families**

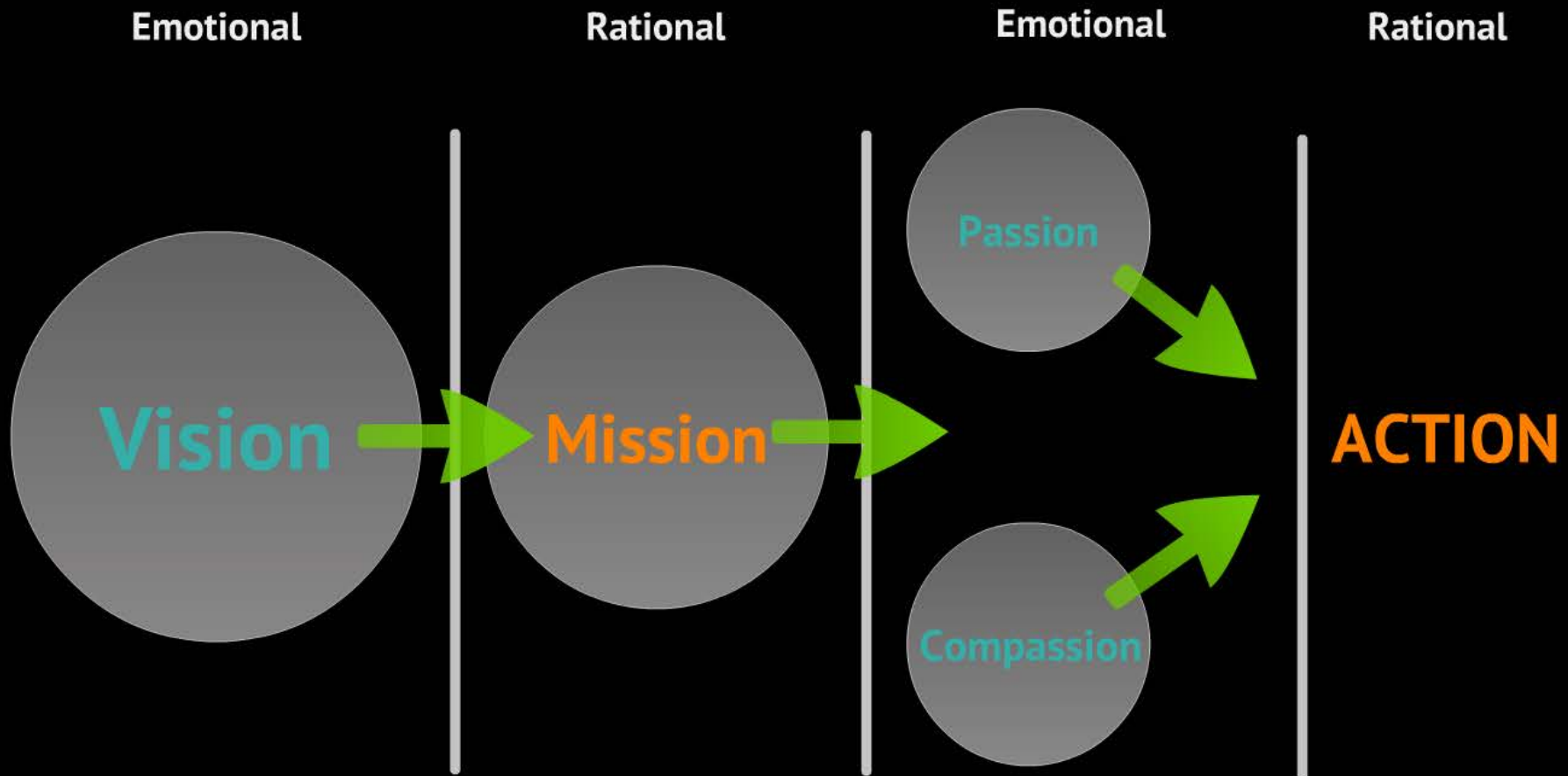


Decision Baselines



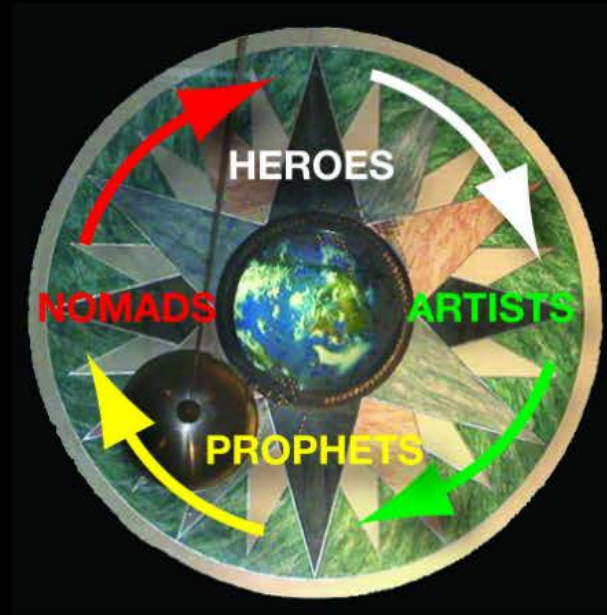
Source: McCrindle Research

Decision Triggers



Source: McCrindle Research

Workplace Today



SILENT The Artists	BOOMER The Prophets	GEN X The Nomads	MILLENNIAL The Heroes
1925-1942	1943-1960	1961-1981*	1982-2003

*Some break down Generation X: 1961-1977

Source: William Strauss and Neil Howe Research

Is Everything "Working?"



Is Everything "Accurate?"



YouTube



Workplace Today: Silents (The Artists)



Cohort Traits: Caring / Open - Minded / Indecisive / Due Process and Expertise; They buy it.

Learn: Passive

Appeals: Authoritarian with sense of duty and loyalty; argumentative and apologetic

Messaging: Naïve images and copy blending; emotive and rational appeals

Reaching Media: Retail promotion, print, and radio

Tech Relation: Digital Aliens

Brand View: Remains as a product identifier and a marker of trust

Slogans: Ford—"Freedom for the woman who owns a Ford."



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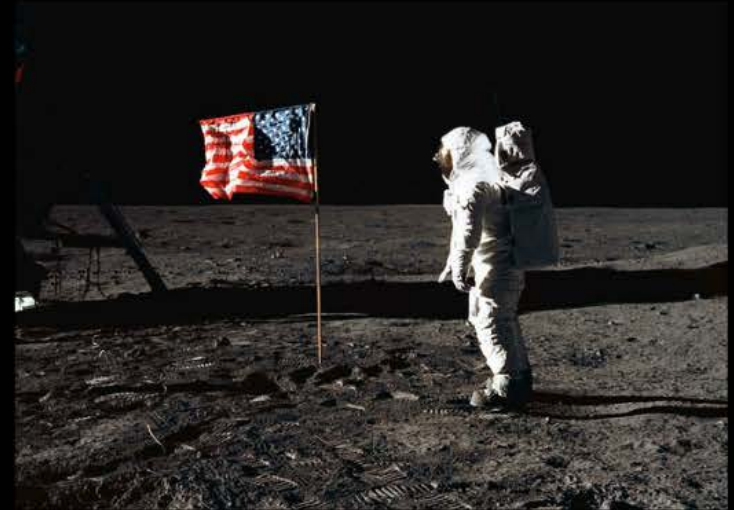
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Workplace Today: Boomers (The Prophets)



Cohort Traits: Free Spirited / Experimental / Social-Cause Driven / Religion; They sell it.

Learn: Formal monologue

Appeals: Rational and factual, technical data with evidence

Messaging: Product comparison, demonstration

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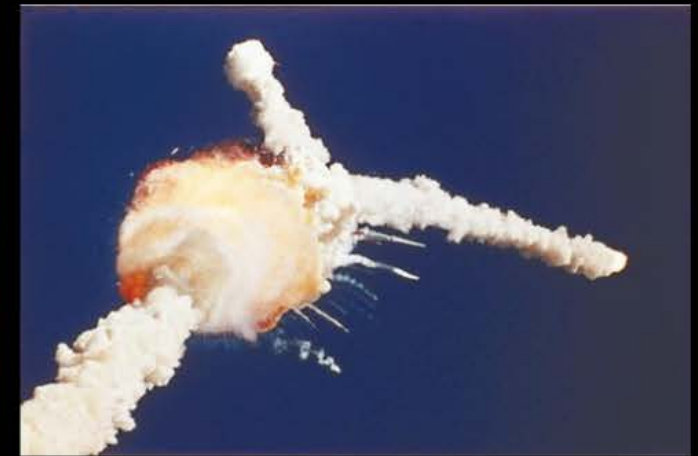
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Workplace Today: GenX (The Nomads)



Cohort Traits: Practical / Unfeeling and Uncultured / Savvy Survival and Humor; They question it.

Learn: Programmed dialogue

Appeals: Rebellious posturing

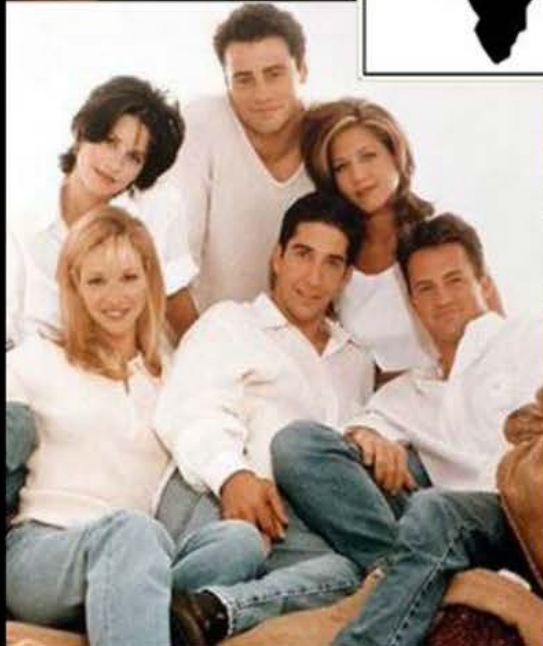
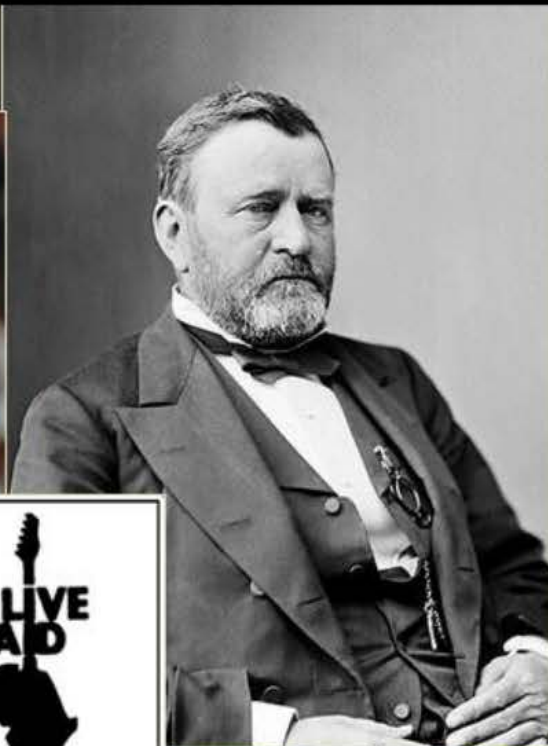
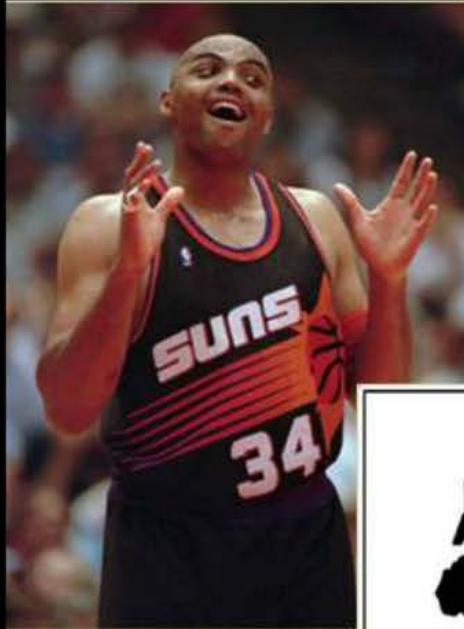
Messaging: Anti-ads, visual examples, popculture references

Reaching Media: Television and print

Tech Relation: Digital Adaptives

Brand View: A Philosophy

Slogans: Nike—"Don't insult our intelligence. Tell us what it is, tell us what it does, and don't play the national anthem while you do it." and "I am not a target market, I am an athlete."



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Workplace Today: Millennials (The Heroes)



Cohort Traits: Selfless / Unreflective / Mechanistic / Collective Success; They protest it.

Learn: Interactive, multi-modal

Appeals: Spontaneous, multi-sensory and participatory

Messaging: Experiential marketing vis-à-vis viral, ambient, stunt; web communities with user-generated content (i.e., YouTube, Facebook, etc.)

Reaching Media: Internet and SMS

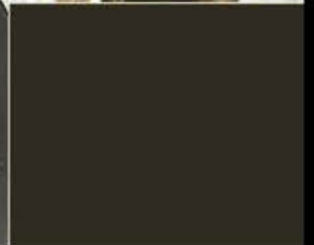
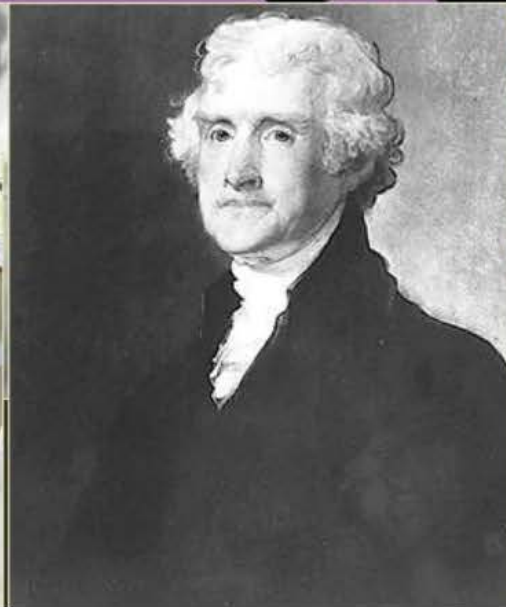
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Workplace Tomorrow

WHAT'S NEXT?

SILENT	BOOMER	GEN X	MILLENNIAL (GEN Y)	INTERNET (GEN Z)	ALWAYS ON (GEN ALPHA)
ARTISTS	PROPHETS	NOMADS	HEROES	ARTISTS	PROPHETS
1925-1942	1943-1960	1961-1981	1982-2003	2004-2025 ESTIMATED	2025-2050 ESTIMATED

Source: William Strauss and Neil Howe Research

- Key Drivers
- Characteristics
- Legacy of Next Generations
- Preferences



Workplace Tomorrow: Internet Generation / Gen Z (The Artists) (Est. 2004-2025)



Cohort Traits: Strong Relationships / Passionate Meaningful Work / Driven by World / Does Not Have Boundaries; They accept it.

Learn: Intuitive and experiential; remote for distance learning via Internet

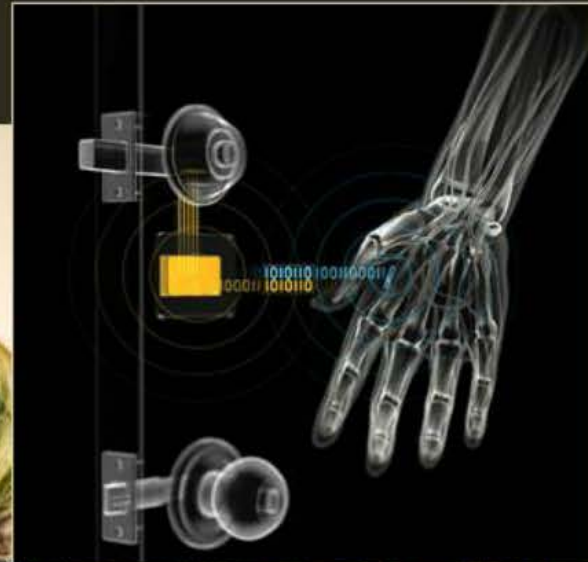
Appeals: Nostalgia for bygone days; participatory

Messaging: Inclusive communities; freedoms of pursuit; no privacy

Reaching Media: Social Media, Pinterest, and more

Tech Relation: Digital Inventors

Brand View: Reinventive quality, craftsmanship; creative



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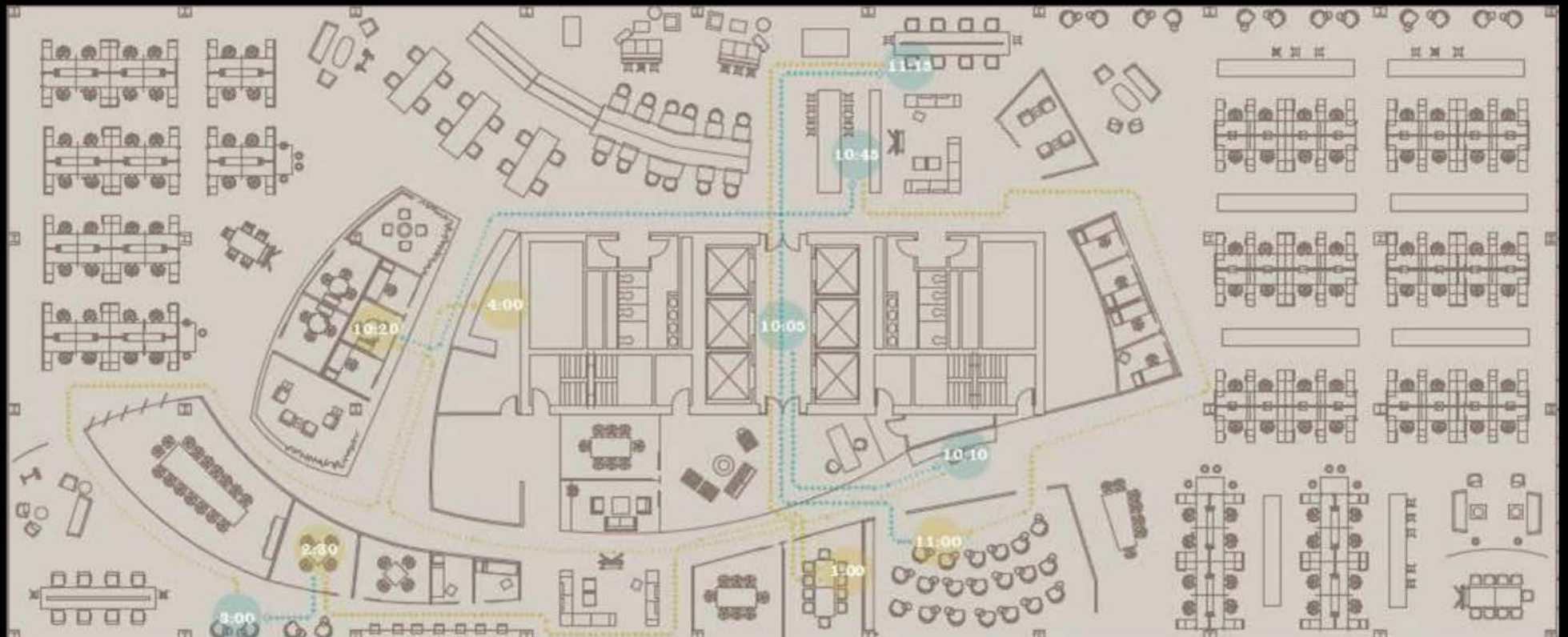
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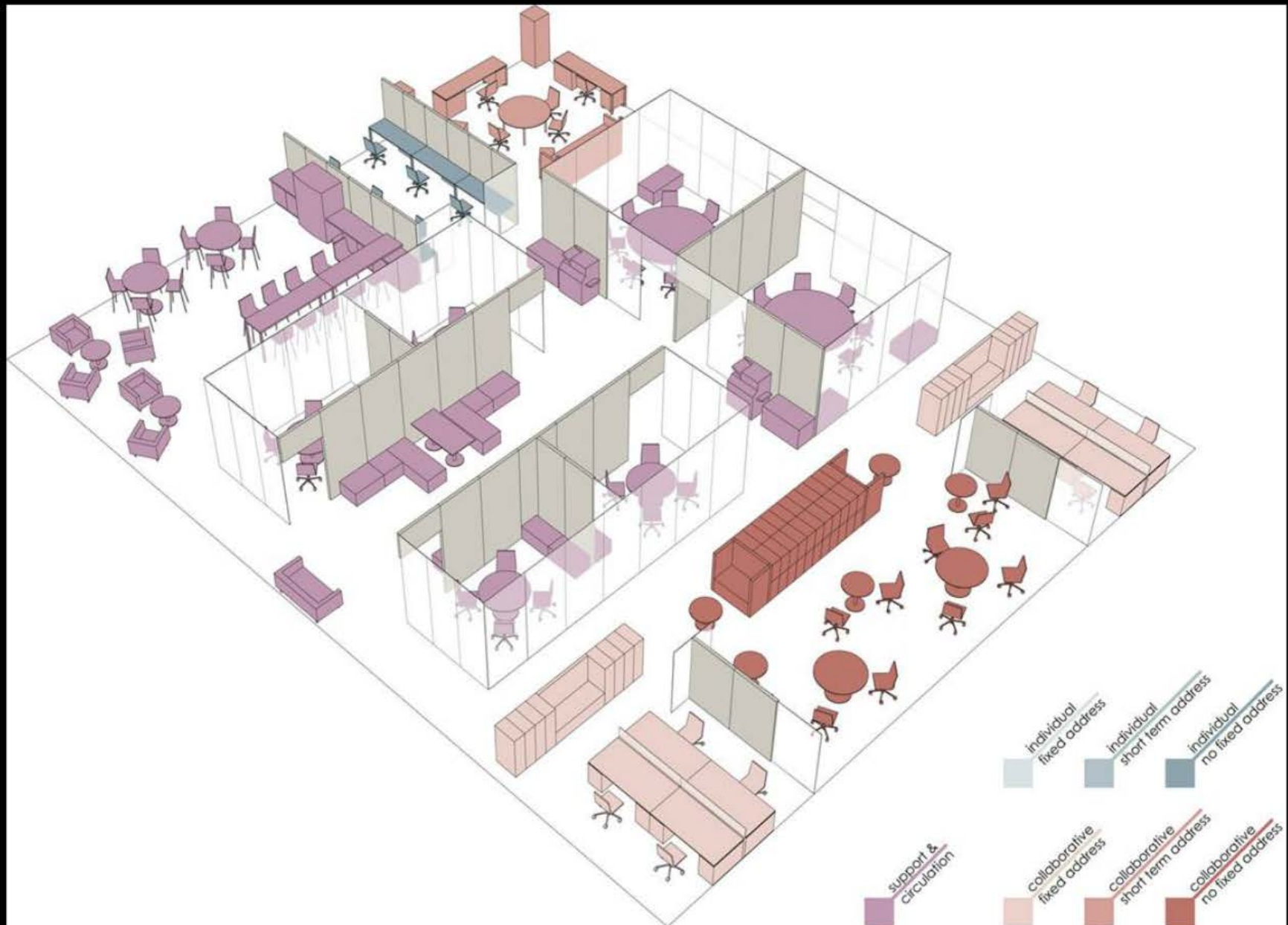
Tech Relation: Digital Inventors

Brand View: Reinventive quality, craftsmanship; creative

Activity-Based Design



Activity-Based Design



Workplace Tomorrow: Always On / Gen Alpha or Gen AO (The Next Prophets) (Est. 2025-2050)

Cohort Traits: Free Spirited / Experimental / Social Cause Driven / Distrust of Government

- **Expected to work longer**
- **Have average of five careers**
- **Have average 20 different employers**

Source: McCrindle Research

What's Changing Now?

- **"JOB SCULPTING"**
- Luring moms back
- Customized jobs, niche inventing
- **PERKS OF HOME** and/or **TAILORED BENEFITS**
- **At Google**, three free meals a day
- Benefits a-la-cart
- **UNLIMITED TIME OFF**
- **At Best Buy**, work when you want
- Cost savings... doing away with timesheets
- **HEALTH**
- **At Whole Foods**, a healthy BMI gets better discount

Source: Business Week "The Shape of Perks to Come" (8/2007)

Misconceptions: Life Stage vs. Generational

- **Technology: Willingness to text on weekend**
- **Personal Property: Owning a car**
- **Home: Choosing where you live**
- **Beliefs: Politics and faith**

Strategizing for What's to Come

Right Now

- Driving profit margins
- Jeopardizing efficiency
- Placing business first, vacation later
- Outsourcing and mass producing

Moving Ahead

- Becoming diversified
- Opening platforms, highly specialized education
- Thinking long term
- Putting life first

TIME ZONES

ZONE 1: 2010-2015

ZONE 2: 2015-2020

ZONE 3: 2020-2025

ZONE 4: 2025-2035

ZONE 5: 2035-2050

TRENDS & TECHNOLOGY TIMELINE 2010+

A roadmap for the exploration of current & future trends
(+ some predictions to stir things up. More at nowandnext.com)

LEGEND

1. Society & Culture

2. Geopolitics

3. Energy & raw materials

4. Science & technology

5. Healthcare & Medicine

6. Retail & leisure

7. The Economy

8. Financial services

9. Environment & Climate

10. Food & drink

11. Transport

12. Travel & tourism

13. Home & family

14. IT & telecoms

15. News & Media

16. Work & Business

Mega trend

Trend

Prediction

Dangerous currents

Poor visibility

High-speed link

Partial ruin

Notes on time travel
This map is a broad representation of some of the trends and technologies currently visible. Improvement works are carried out at weekends and travellers should check to see whether lines are still open before commencing any journey. Helpful suggestions concerning new routes and shortcuts are always welcome.

If you wish to travel outside of Zone 1 you are advised to bring your own supplies of food and water although weapons are unnecessary if you keep to well trodden paths. Also note that travel into Zone 5 is not available for people aged over 75 years of age.

A3 and A2 Prints of this map

Full colour prints of this map are available to anyone that asks nicely. A small charge is levied to cover print and postage costs only. Contact: richard@nowandnext.com - stating whether you'd like A3 or A2 size and saying which country the map is to be delivered to. Delivery is available to anywhere in the world. Alternatively, just print this out yourself (A3 version recommended).

Sourced

Material for this map has been sourced from a number of publications including Future Files and What's Next.



www.futuretrendsbook.com

What's Next
www.nowandnext.com

Acknowledgements

This map was conceived and created by Richard Watson at nowandnext.com with some help from Benjamin Fraser at Snap. Also thanks to Oliver Freeman, Mike Jackson and Scott Marks.

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Global risks

Low probability/high impact events that would derail any of the above trends and predictions

- Commodity price spikes
- Raw materials shortages
- Mass migration of population
- Nuclear terrorism
- Internet brownouts

- Electricity shortages
- Rapid increase in cyber crime
- Critical infrastructure attack
- Rogue stakeholder
- WMD proliferation

- Green energy bubble
- Genetic terrorism
- Collapse of US dollar
- Global supply chain disruption
- Terrorist attack on urban water supply

- US/China conflict
- Israel/Iran conflict
- Biochemical A link to cancer
- Geographical expansion of Russia
- Major earthquake in mega city

- Global pandemic
- Conflict with North Korea
- Critical disintegration of Saudi Arabia
- Systemic failure of financial system
- Fundamentalist takeover in Pakistan

- Middle class revolution
- Collapse of China
- Mobile phone link to cancer
- Credit Default Swaps
- Rogue asteroid

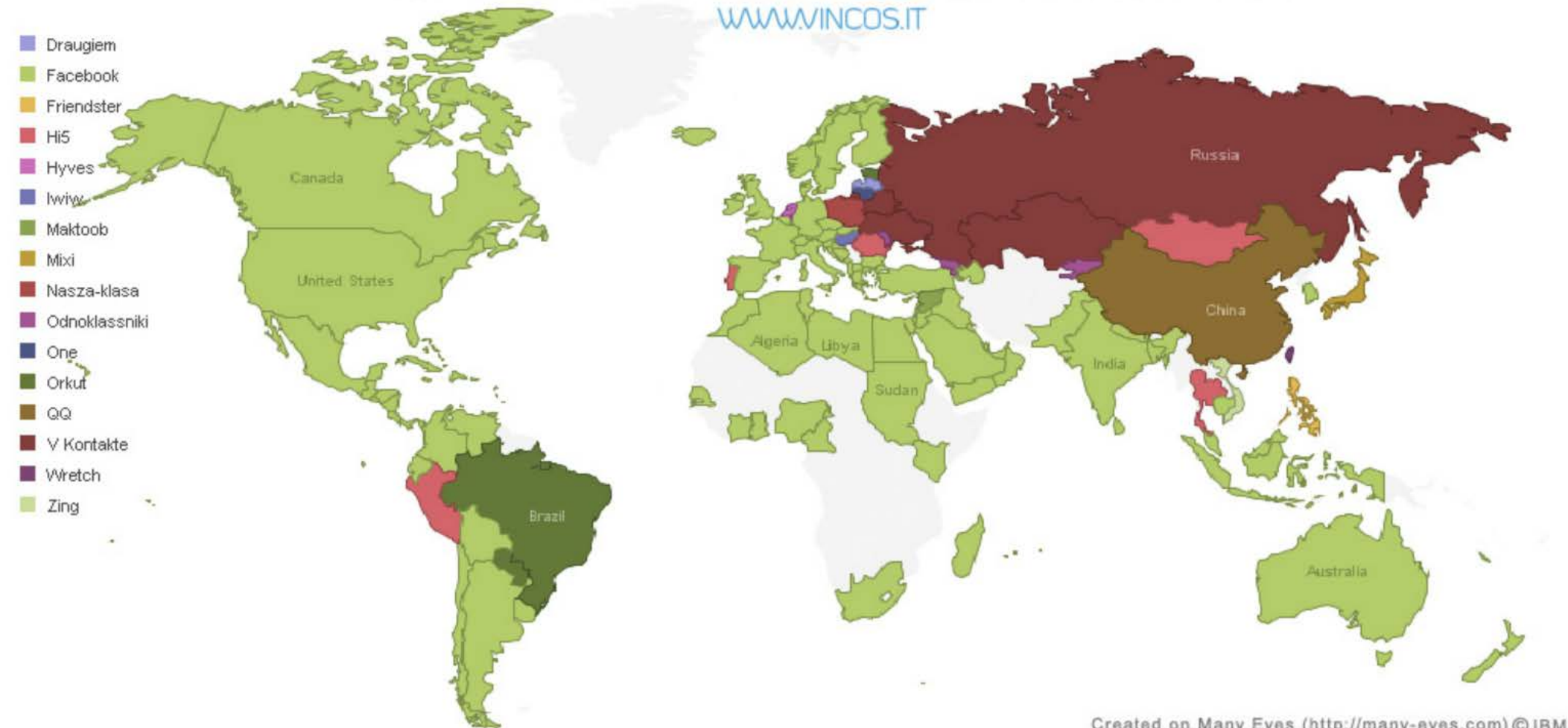
- Major nano-tech accident
- Space weather disruption to comms
- Aliens visit earth
- Return of the Messiah
- People taking trend maps too seriously





WORLD MAP OF SOCIAL NETWORKS

WWW.VINCOS.IT



Created on Many Eyes (<http://many-eyes.com>) © IBM

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Credits & Acknowledgements

"The ABC of XYZ: Understanding the Global Generations" By: Mark McCrindle © 2010

"The Brand Gap" By: Marty Neumeier ©2005

"Change By Design" By: Tom Kelly ©2009

**"Design Thinking: Integrating Innovation, Customer Experience, and Brand Value"
By: Thomas Lockwood ©2010**

"The Fourth Turning" By: William Strauss and Neil Howe ©1997

Harvard Business Review July-August 2007: "The Next 20 Years: How Customer and Workforce Attitudes will Evolve" By Neil Howe and William Strauss

Now and Next "Trends and Technology Timeline" By: Richard Watson ©2009

"The Rise of the Creative Class" By: Richard Florida ©2002

US Bureau of Labor Statistics

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